

**POLICY/INSTRUCTION: 14.3****CUSTOMER CARE POLICY****SUPERSEDES: N/A****APPLICABLE TO: ALL EMPLOYEES****1.00 PURPOSE**

The purpose of this policy is to acknowledge the importance of customer care and to establish standards for all Washington Metropolitan Area Transit Authority's (Metro) employees when interacting with both internal and external customers.

**2.00 SCOPE**

This policy instruction applies to all Metro personnel including employees and contractors in the exercise of their duties.

**3.00 DEFINITIONS**

- 3.01 Customer service – The process by which Metro personnel meet or exceed the needs of their customers and deliver services in a way that enhances customer satisfaction.
- 3.02 All customers – both internal and external customers
- (a) Internal customers – Other Metro employees and departments and contractors hired by Metro.
- (b) External customers – Metro's daily customers, tourists, community members, neighbors and stakeholders.
- 3.03 Local Customer Care Committee (LCCC) – A committee housed in each major Metro facility to gather, investigate and resolve customer service issues. Membership is determined by each individual committee chairperson but should include local supervision, union representation, and non-management employees.
- 3.04 Executive Leadership Team (ELT) Customer Care Steering Committee – A Committee, comprised of executives as defined by the General Manager/Chief Executive Officer and/or the Washington Metropolitan Area Transit Authority Compact that oversees Authority-wide customer service policies and identifies areas and actions for improvement.

**4.00 RESPONSIBILITY**

- 4.01 All Metro personnel are responsible for complying with this policy.
- 4.02 Assistant General Managers, Chief Operating Officers and Office Directors are responsible for assuring that personnel comply with the requirements of this policy including, but not limited to, via Metro's performance evaluation process.
- 4.03 Superintendents, Assistant Superintendents, and Supervisors are also responsible for assuring that personnel comply with requirements of this policy.

**A P P R O V E D**

by General Manager and Chief Executive Officer Richard R. Sarles

**DATE  
APPROVED**

12/12/14

**CLASS**Customer  
Service**LEAD**

CSCM

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- 5.01 A core value of Metro is the right of every individual to be treated with dignity and respect at all times. Therefore, staff is expected to:
- (a) Strive to meet or exceed expectations and to ensure that every interaction with a customer is reflective of a high quality organization. We acknowledge that every experience is an opportunity to ensure a positive outcome.
  - (b) Recognize that individual needs are as unique and varied as the individuals themselves.
  - (c) Affirm that customer service is a cornerstone of a culture of excellence defined by quality, inclusiveness, collaboration, cooperation, and accountability.
- 5.02 All Metro personnel interact with customers. No matter which position is held, every employee impacts the customer in some way. Metro personnel are expected to extend themselves and go the extra mile to exceed customer expectations. It is expected that Metro employees will greet customers appropriately and professionally in both attitude and appearance while on duty.
- 5.03 Customers can expect the following during interactions with all Metro personnel:
- (a) Be greeted appropriately.
  - (b) Be treated courteously and respectfully.
  - (c) Be valued for their input.
  - (d) Receive the same high level of service regardless of age, race, ethnicity, religion, gender, disability, sexual orientation or any other criteria.
  - (e) Receive prompt and timely service.
  - (f) Receive knowledgeable and professional service.
  - (g) Have their privacy and confidentiality respected.
  - (h) Have calls answered promptly (preferably in less than three rings) by a personal or automated message, and calls transferred sparingly and correctly. (Excluding Metro Transit Police Department (MTPD) Dispatch, Bus Operations Controls Center (BOCC) and Rail Operations Control Center (ROCC)).
  - (i) Follow through on commitments and provide status updates, if necessary.

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There is typically one LCCC at every major facility. The LCCCs establish close working relationships with employees, unions and management in regard to internal and external customer service issues. Employees are encouraged to share any customer service concerns with a LCCC representative for investigation and resolution. Unresolved customer service issues from the LCCC shall be provided to the Office of Customer Care or referred to the Executive Leadership Team Customer Care Steering Committee by LCCC chairs.

**5.05 Executive Leadership Team (ELT) Customer Care Steering Committee**

The ELT Customer Care Steering Committee is represented by each Executive Leadership Team member. The committee will meet monthly and review customer complaints, customer satisfaction KPIs, Customer Service training, as well as discuss the employee engagement progress, and any underlying reasons for employee assaults. This executive committee will define policy and share lessons learned as related to customer service issues and solutions. Customer care committee chairs will give quarterly updates on all action items or unresolved LCCC issues.

**6.00 ENFORCEMENT**

Policy compliance will be evaluated through employee reviews and routine feedback.

**7.00 EXCEPTIONS**

There are no exceptions to this policy.

**8.00 RELATED POLICIES, REGULATIONS & RESOLUTIONS**

Board of Directors Resolution 2013-36 — July 2013

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